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Dahlias

MAD RIVER GARDENS

1937

We Greet You!

It is again a pleasure to hand you our Dahlia catalogue,—this one for 1937.

More than ever before, we are listing the very new, those exclusive novelties which have attracted us by their superior merits, in addition to our own new introductions.

MAD RIVER CHIEF,—we fully expect this glorious Dahlia to make as good a record as that already started by DEAN ANDERSON. We predict a wonderful future for these outstanding novelties, and know they will please you.

To our many customers of long standing:—We appreciate your continued confidence, and we honestly believe there can be no question regarding the merits of these fine new Dahlias we have chosen and listed on the following pages. We are striving to keep our reputation of “having the finest”.

It has always been our policy never to list varieties we were not growing, and all plants listed here are guaranteed base cuttings and of our own growing; we do not make top, lateral, or leaf cuttings. You can therefore be assured of the best that it is possible to produce. You must be pleased with the dealings you have with us.

Yours very truly,

MAD RIVER GARDENS

P. O. Box 12

Urbana, Ohio





MAD RIVER CHIEF (Mad River Gardens) I. D. This great Dahlia has been described by many prominent Dahlia growers as "the finest red they have ever seen." A very large exhibition type; color rich velvety carmine red, with a darker center. Perfect, long stems, some of them 48 inches long, with all flowers facing or on top. When cut, this fine Dahlia actually grows in water, and is one of our longest keepers. The only red we know, that is popular with women and men alike. Stock limited.

Roots \$15.00 Strong Plants \$7.50

Mad River Gardens Introductions for 1937

DEAN ANDERSON (Mad River Gardens) I. D. Gratifying indeed are the many glowing reports we have on this great Dahlia. A true exhibition type, of a rare, new color,—radiant henna orange. Extra long, strong stems, holding the very large flowers in an ideal position. Bushes about four and a half feet when grown in the full sun. Most luxuriant insect-free foliage. Included with the four aces of all Dahlia time. Nothing can beat it in its color, and again winner as best flower in the show.

Strong Plants \$5.00

AGNES MICHAEL (Whitaker-Mad River Gardens) F. D. For cut flowers with nice, long stems and good keeping qualities, this one is sure to please. A Certificate of Merit at Storrs in 1934. Color, pale rosaline purple, petals edged with white and splashed with rosaline purple; flowers facing side.

Roots \$3.00 Strong Plants \$1.50

KENTUCKY SPORTSMAN (White) I. D. Surely one of the most spectacular Dahlias we have ever seen; a lovely growing plant with perfect long stems, holding the very large flowers in just the right position. A tri color, center lemon yellow, outer sixty per cent of petals a rich golden amber, with an old rose reverse. Every petal evenly and distinctly tipped white. A free and early bloomer, with great substance; this one will be on the "must" list for a long time. EXTRA. Stock limited.

Strong Plants \$7.50

TILLIE NEISH (Garrity-Mad River Gardens) I. D. Here we have a huge, intense yellow, to compete with the very largest. It has to its credit a Certificate of Merit at Storrs, and the best and largest Dahlia in the Show. Fine growing habits, with the best of stems. We think this is Mr. Garrity's masterpiece.

Roots \$15.00 Net
Strong Plants \$7.50 Net

EDWIN LESLIE HOWARD (Fruchtenicht-Mad River Gardens) Miniature Cactus. No doubt one of the most beautiful of this type; a very vigorous growing plant, with fine foliage and an abundance of flowers. Color, lemon yellow at base of petals, shading to a beautiful pink. Surely this one is out to win, having already won first prize as a seedling in very strong competition, with a gold ribbon added, for its achievement.

Strong Plants \$1.50



EDWIN LESLIE HOWARD

Novelty Introductions for 1937

AMERICAN PURITY (American) S. C. A welcome addition to the much needed white class. Very large flowers of glistening white, on the best of long stems, and with a great winning record. Also the American Home Achievement Medal. Certainly a difficult white to defeat.

Strong Plants \$7.50

CAPTAIN RITTER (American) I. D. Very large flowers on excellent stems, and runner up to American Purity at Chicago, for the Achievement Medal; color pastel shades of amber, yellow, and pink; plenty of substance.

Strong Plants \$3.75

CHARLOTTE CALDWELL (Caldwell-Goodacre) Ball. Probably one of the finest of this type, as was evidenced at the recent Mid West Dahlia Show at Cincinnati, where it created a great sensation as made up in sprays, as a florist flower. Kept in excellent condition during the entire Show without being in water. A Certificate of Merit to its credit; predicted that it will make one of the greatest florist flowers. Color, a true autumn shade; a prolific bloomer with the finest of stems. Originator's stock.

Roots \$10.00 Strong Plants \$5.00

DREAM GIRL (Lee) I. D. The most outstanding new Dahlia in the north west this past season, having won two American Home Achievement Medals. Very large flowers held perfectly erect on long strong stems; color a pleasing shade of salmon rose, very attractive and a real winner.

Strong Plants \$5.00 Net

GREATER GLORY (Salem) Cactus. One of the big ones in this class: especially recommended to us as a tall vigorous plant, with very long, strong stems; a beautiful rose pink flower, of very artistic formation. One of those that can win.

Strong Plants \$10.00

MISS INDIANA (Dr. White) F. D. Truly a great Dahlia; not the largest, but one of the most beautiful, with flowers held in just the right position, on long, strong stems, with that quality for keeping that is unequaled; flowers can be cut when only half open, to bloom completely when placed in water; color a beautiful soft shade of baby pink.

Strong Plants \$5.00

MISS OHIO (Parenica) Cactus. We compliment the originator on this fine, winning introduction; a medium sized flower with the best of long stems. Color lilac suffused deep rose; with an enviable winning record, and one of the finest of this type.

Strong Plants \$5.00

MRS. JAMES ROOSEVELT (Parella) I. D. to S. C. Attracted plenty of attention this past season; very large flowers, color grenadine red, streaked yellow, giving an orange effect. Award of Honor Georgia Experimental Station, with special mention as being spectacular.

Strong Plants \$5.00 Net

RAMONA (Redfern) S. C. This fine Dahlia has the honor of winning the only Achievement Medal awarded in California this past season. Mr. Redfern promises us very deep flowers 12 inches across, in a lovely new color, cerise; this is certainly a recommendation.

Strong Plants \$7.50 Net

SON OF SATAN (Slocum) S. C. Here we have a four Honor Roll Dahlia; a seedling of Satan, but for us a much superior Dahlia in every respect. Noted for its early and prolific blooming, with its gorgeous big red flowers with petals incurving. No doubt one of the best and should be in every garden.

Roots \$15.00 Strong Plants \$7.50

VOLCANO (Richardson) Formal to I. D. Always we like to offer large, vigorous varieties such as this fine Dahlia, which made the very high score of 89 at the Trial Grounds, and a runner up for the Achievement Medal. Long, strong stems, holding these very large flowers at an angle of 45 degrees. Color orange flame red; will not fade or burn.

Strong Plants \$7.50

Very New Foreign Novelties

With the demand from a great many of our customers for the very new, we offer the following for your consideration. Many are a little ahead of the market, so do not be surprised to find several of these on the Honor Rolls this next Fall. We have grown most of these before offering them.

ALL RED (New Zealand) F. D. An exquisitely formed variety, of largest size, with good depth and substance; broad petals, with fine long stems; color bright deep scarlet, a new shade in red. Very scarce. **Strong Plants \$3.00**

BAUERS MASTERPIECE (Austria) I. D. Said to be a seedling of Jane Cowl; color apricot buff, reverse shaded violet; a clean growing plant, with very large flowers on extra good stems. **Strong Plants \$2.50**

CHESAMAY (New Zealand) F. D. This is one of the largest of this type, with long stems. Color purest mauve. Watch this one for large flowers and fine growing habits. **Strong Plants \$3.00**

CLARA CARDER (New Zealand) I. D. Certainly one of the best, and a great exhibition variety, of clear cyclamen pink; largest flowers on great stems. EXTRA. **Strong Plants \$2.00**

CYRIL VERSHA EVE (France) S. C. Certainly one of the finest of this type. Color brilliant blood red, with extra long stems; flowers facing in the most desired position. A very free bloomer for such large flowers; truly outstanding. EXTRA. **Strong Plants \$2.50**

DIRECTEUR PLUMCOCQ (France) I. D. Recommended to us as being one of the greatest Dahlias of all times, being awarded 98 points at the French Trial Grounds; will grow 14 inches across by 9 inches deep; a strong, robust plant, and stock very scarce. Color golden apricot. **Strong Plants \$5.00 Net**

DR. VERHAGE (Holland) I. D. Perfectly formed and very large flowers, of a bright pomegranate red, with orange amber tips. Certificate of Merit. **Strong Plants \$2.50**

FRANCE BOIRON (France) Inc. Cactus. A Certificate winner and a prolific bloomer; strong, stiff stems; color delicate pink with yellow tints at center. **Strong Plants \$2.50**

FRAUE MARIE KIPKE (Germany) Certainly one of the beauties from Europe; color brilliant glowing orange scarlet, on the best of stems; we liked this one very much. **Strong Plants \$1.50**

FREDA GEORGE (Australia) I. D. One of the "finds" in the Dahlia world. Very large flowers in a beautiful new color, cream heavily overlaid helio deepening at the tips. One of the most admired Dahlias in our entire garden. Positively no faults we could find. **Strong Plants \$5.00**

GALILEE (New Zealand) I. D. This huge new Dahlia was very fine for us last season, and can easily be grown to 13-inch, with fine, long stems. Color beautiful golden apricot, shading to deep salmon. **Strong Plants \$3.00**

GRAY DAWN (New Zealand) I. D. This interesting new variety caused quite a lot of comment in our garden, its coloring being oyster gray, tinted lavender, with a lavender center. Strong growing plants with fine stems and quite an addition. **Strong Plants \$1.50**

HANSI KNOTEK (Austria) I. D. This very new and striking Dahlia comes to us highly recommended, as a real exhibition flower. Color a striking, glowing bronze. **Strong Plants \$5.00**

JEAN PATURET (France) St. Cactus. It was our pleasure to grow this new Dahlia last season. A fine, large, brilliant yellow, with the best of stems, and growing habits. A Certificate winner and one of the longest keeping varieties in water. EXTRA. **Strong Plants \$1.50**

JOE MUELLER (Austria) I. D. Unusual in color, bright tan heavily flecked with Indian Red; this one comes from the originator of Gretel. **Strong Plants \$3.50**

JOGER (Holland) Cactus. To those who love beauty and color this one will please; graceful, long stems holding the large cactus flowers far above the foliage; color reddish salmon; very fine. **Strong Plants \$1.50**

KOMMERZIALRAT BRAYER (Germany) I. D. A long hard name for us Americans, but this beauty makes up for it; a very fine red, pointed yellow. **Strong Plants \$1.00**

KOONGAARA MAJESTIC (Australia) F. D. This fine new yellow, with perfect stems and growing habits, and has many championships to its credit. Certainly a fine Dahlia for us last season. **Strong Plants \$2.00**

KOONGAARA SUPERB (Australia) F. D. Another huge massive bloom of great depth, and a great exhibition type. Petals broad and perfectly arranged; strong, long stems; color purest mauve, flushed rose. **Strong Plants \$3.00**

LESLIE HUDD (Australia) F. D. Glorious, glowing salmon bronze; huge massive blooms of perfect exhibition form. Certificate of Merit, and a great winner; with the best of stems. **Strong Plants \$3.00**

LONDON (Germany) Incurved Cactus. A beautiful blending of colors certainly attracts attention; golden yellow at center, blending to salmon; fine stems. Recommended. **Strong Plants \$1.50**

LOUIS ARDUNI (Holland) S. C. Outstanding in our garden was this beautiful blood red; the finest of stems, and one of the best; we recommend it highly. EXTRA. **Strong Plants \$1.50**

MAD. ALBERT MAUMENE (France) St. Cactus. This fine cactus comes to us highly recommended as a giant flower of pure salmon color, with exceptionally fine stems; a first class Certificate. Stock limited. **Strong Plants \$3.00**

MADAME FR. LORENZ (Germany) S. C. Striking in effect is this dark velvet red, with white tips; will be in great demand when better known. **Strong Plants \$1.50**

MAMIE GOLDIE (Australia) F. D. With us this was a beauty last season, very large deep blooms of fine form and stems. Color golden yellow, overlaid salmon rose. **Strong Plants \$2.50**

MRS. A. FULLER (Australia) I. D. Certainly one of the largest, with the strongest stems. A Certificate winner that can easily be grown to 12-inch. A distinct new color, yellow edged terra cotta. Very good. **Strong Plants \$3.00**

NAGELS VAN BELLINGEN (Belgium) I. D. This beautiful new Dahlia will, like some others we have grown, be in great demand as soon as it is better known. A strong and vigorous variety, with medium large flowers on perfect, long stems, and a color that attracts, clear salmon, very lightly tipped or pointed cream. **Strong Plants \$2.50**

PETUNIA (England) Cactus. Winner two years in succession the Valentine Smith silver cup trophy, for the best stemmed narrow petaled true cactus; color lilac, with long, strong stems. **Strong Plants \$1.50**

POLICHINELLI (France) St. Cactus. Those who saw this fine new cactus, pronounced it one of the best. Color soft mauve pink, with a creamy white center. Very striking and free flowering, with ideal stems. EXTRA. **Strong Plants \$2.50**

REILE (Germany) Incurved Cactus. This fine new Dahlia is one of the best; color salmon, with gold center; fine stems. **Strong Plants \$1.00**

ROYAL AUVERGNE (France) S. C. Another pleasure we had in growing this one last year; not the largest, but one of the best; we hope to have at least one hundred plants for ourselves this year, for cut flowers. Color caldron red, shaded chrome yellow. Our description would be coral salmon, shaded buff, and a beautiful shade; the best of stems, and a long keeper in water. **Strong Plants \$1.50**

SCARLET ELEGANCE (Holland) Cactus. This very rich and beautiful flower will attract lots of attention; color fire red, with long stems. Certificate of Merit. EXTRA. **Strong Plants \$1.50**

SCHENTENCHI (Yokohama Nursery) Cactus novelty. This most unusual, true incurved cactus, with petals curving all the way in to the center, has been most outstanding. Color a dark maroon, with large flowers for the type 7-inch to 9-inch. Stock scarce. **Strong Plants \$1.00**

SHENSHIN (Japan) Cactus. While we received this variety too late to bloom, it was recommended as the largest white cactus ever, and the greatest winner in Japan. **A Few Plants at \$3.00**

SHOWA (Japan) Cactus. Here is truly a fine Dahlia; a prolific bloomer on the best of stems; very large for this type. Color crimson cerise, reverse of petals silver, giving a striking appearance. **Strong Plants \$1.50**

THE OPTIMIST (Australia) I. D. You never saw a Dahlia like this; very large flowers on fine, long stems, with the highest center we have ever seen. Color terra cotta, heavily shaded crimson, and tipped cinnamon; color effect crimson. **Strong Plants \$4.00**

TRIOMPHE de PARISIS (France) Cactus. Certainly one of the beauties in this class; bright orange red, tipped yellow. **EXTRA. Strong Plants \$1.00**

WEISE DAME (Germany) S. C. A medium sized white with perfect stems; attracted plenty of attention at Detroit. **Strong Plants \$1.00**

YELLOW COLOSSAL (Holland) S. C. This comes to us as a huge primrose yellow, with the finest of stems, and with a Certificate of Merit to its credit. **Strong Plants \$2.50**



Foreign Novelties of Exceptional Merit

BAERNE (Holland) S. C. This fine novelty crashed the shows this past season with great favor. A pleasing shade of pink that attracted plenty of attention. **Strong Plants \$1.50**

BALLEGO'S SURPRISE (Holland) S. C. Certainly this is the finest new white semi cactus in years. Our stock was perfect and much admired; a fine growing plant with perfect, long stems. The very best. **Strong Plants \$1.25**

BELLADONA (Australia) F. D. This great new Dahlia is certainly an acquisition to the formal decorative class. Enormous blooms of mauve pink, on the best of stems; a perfect formation and recommended for all purposes. **Strong Plants \$0.75**

CORRALINA (Germany) S. C. One of the best; color deep stone red; best of stems, and highly recommended. **Roots \$1.50 Strong Plants \$0.75**

DORRIS J. COOPER Straight Cactus. This is truly a beautiful Dahlia, with every good growing quality. Medium sized blooms on the longest of strong stems. While the color for the most part, is of a lavender shade, unless we are color blind, there are a few bluish tints in our soil. **Strong Plants \$0.75**

DULCINEA (Holland) S. C. A Holland variety which resembles Miss Belgium for type, excepting that Dulcinea is larger and the color is crimson. A very outstanding new cactus. **Strong Plants \$1.00**

ENTRUP'S SULTAN (Germany) F. D. This large flower on the best of stems; a gorgeous plant; pleasing color of dark carmine red; one of the big boys. **Roots \$1.00 Strong Plants \$0.50**

FRAU O. BRACHT (Berger) Straight Cactus. A sensational pale yellow variety from Germany which has stood out in every show since its introduction; we need more of these; should be in every garden. **Roots \$0.75 Strong Plants \$0.50**

GRETEL (Bauer) St. C. A new one from Austria. Outstanding at Cleveland and New York Shows. It is a Miss Belgium in a larger, deeper edition. Color is a bright henna, almost a bit red, and like novelties of this type, can be grown to perfection for the exhibition hall. **Roots \$1.50 Strong Plants \$0.75**

GOLDEN AGE (Holland) C. We consider this a very fine new variety. Color amber orange on perfect stems; very outstanding. **Strong Plants \$1.00**

G. D. KORTE (Germany) S. C. A beautiful reddish purple, tipped white; medium size and very prolific. Of the very best. **Strong Plants \$1.00**

GORILLA (Germany) S. C. Very large; along the lines of Jean Trimbee. Color reddish brown, with gold tips and edges. Stems and plants the best. Recommended. **Strong Plants \$1.00**

LAETARE (Germany) S. C. This fine variety is a stand out for color being a most brilliant glowing red tipped yellow; fairly dazzles one. **Strong Plants \$1.00**

MAJOR C. C. MESSERVY (Stredwick) I. D. This fine variety on Mr. Hart's 1934 Honor Roll has kept its fine record begun in England. Very large flowers on the best of stems. Color bright gold with bronze shadings, beautifully proportioned. **Strong Plants \$1.50**

NORMA JEAN (Australia) F. D. This is truly one of the gems of the new Dahlias. 10-inch perfectly formed blooms, carried on the best of cane-like stems, well above the artistic foliage. The color is especially attractive being pure white with a picotee of lavender on each petal. A great favorite, and much admired by all who saw it. **Strong Plants \$1.50**

REICHARDT'S MASTERPIECE (Richard) S. C. We offer this unusual novelty and believe it to be a most distinctive variety. Color clear, canary yellow; one-third of petals of clear amethyst. Some one will win a Sweepstakes with this. Not of the largest. **Roots \$2.00 Strong Plants \$1.00**

RENATE MULLER (Germany) Incurved cactus; one of the finest to date; large flowers on the best of stems. Color bright salmon rose with pale yellow center. Always good. **Roots \$1.00 Strong Plants \$0.50**

SAARLANDS HEIMKEAR (Germany) Cactus. One of the very best; beautiful flowers of very large size for a cactus. A fine strong plant and very prolific. Color salmon suffused amethyst and tipped yellow. Most beautiful. Don't miss this. **Strong Plants \$1.00**

SANG GALOIS (France) I. D. You won't believe your eyes when you see this. Color white with faint scarlet at base of petals with outer or back row of petals being solid red, long fine stems with blossoms six to seven inches. **Strong Plants \$1.00**

SCHWERINS WAHL (Czechoslovakia) Straight cactus. This beautiful Dahlia is highly recommended; of the very best and will be very popular when known. Color salmon, rose and gold. **Strong Plants \$1.00**

SEVERIN'S TRIUMPH (Severin) F. D. One of the most interesting new Dahlias; a real formal decorative, of clear true pink; very bright and pleasing. Blooms 7-inch to 9-inch. Expected to turn into a best seller for cut flower market. **Strong Plants \$1.00**

TANNENBURG (Germany) S. C. Very large flowers of blood red, on yellow ground, with gold tips. A very striking effect; on giant stems. **Roots \$1.00 Strong Plants \$0.50**

WHITE ABUNDANCE (Ballego) F. D. Described by some critics as easily the best white for two years. Perfect stems and a prolific bloomer; hard to beat and one of the best. **Strong Plants \$1.25**



DEAN ANDERSON



AUTUMN MOON

Recent Interesting Introductions

ADIRONDACK SUNSET (Cackener-Parkway Dahlia Gardens) I. D. This aptly named variety has about everything a Dahlia can offer—Color, form, personality, and splendid growing habits. The color is a brilliant scarlet red with golden tips, the centers being tipped golden orange. **Plants \$1.00**

ADORABLE (Batto) I. D. A luscious combination of peach, pink and gold, with a Certificate of Merit to its credit. Winning as best Dahlia exhibit at the Beacon New York Show. Outstanding. **Strong Plants \$1.00**

AMELIA EARHART (Cordes-Eastman) S. C. This variety chosen by the aviatrix herself, is undoubtedly the greatest winner of all times; the very largest of flowers on long cane-like stems. Color apricot buff with primrose at base of petals. **Roots \$1.50 Plants \$0.75**

ANDREA ERICSON (F. & M.) I. D. This 1930 Honor Roll Dahlia has more than made good and fills the need for a good, pure white; a huge flower on a good stem. **Roots \$0.75 Plants \$0.50**

ANNA BENEDICT (Benedict-Dahliadel) I. D. A dark rich velvety carmine shading to very dark almost black center. This is an upright, clean grower, with splendid keeping flowers. Will score very high with the new American Dahlia Society score card. **Plants \$1.00**

AUTUMN MOON (Mad River Gardens) F. D. This large Dahlia was one of the most admired in our gardens; a consistent bloomer on good strong stems. Color a light golden yellow with a few high lights of peach amber in some soils. Reminds one of a full September moon. **Roots \$1.50 Plants \$0.75**

AZURA (Ballay) I. D. Color rosy lilac, with a bluish violet sheen. Very large flowers on long, strong stems. Described as a dark horse, in the largest bloom class. **Strong Plants \$3.75**

BETTE DAVIS (Cordes-Eastman) S. C. This beauty was much in evidence last fall and a clean grower with beautiful flowers on the best of stems, color pinkish lavender. EXTRA. **Plants \$1.00**

BETTY ZANE (Mad River Gardens) I. D. Very large flowers of deep rose pink with a silver sheen, said to be the best all around pink—a good strong grower that everyone likes. We note “Betty” is now winning over Kathleen Norris in the pink class. **Roots \$2.00 Plants \$1.00**

BUCKEYE BRIDE (Peck) F. D. This most beautiful and useful Dahlia has been on the Honor Roll three years straight; color geranium pink to soft salmon; always admired; perfect stems. **Strong Plants \$0.50**

CALIFORNIA IDOL (Ballay) I. D. A large beautiful yellow and a great winner fine stems, a vigorous variety. **Plants \$1.50**

CAMEO (F. & M.) I. D. Here is real beauty of true coral pink color deepening toward center; petals overlaid with a sparkling golden sheen; very large flowers. **Plants \$0.50**

CAVALCADE (Groll) F. D. This fine Dahlia comes to us highly recommended; one of the best commercial varieties since Jersey Beauty. Stems the best. Color old rose or mulberry pink. **Roots \$1.00 Plants \$0.50**

CHALLENGER (Watkins-Chappaqua) S. C. One of the outstanding baskets in the New York Show. The color is a brilliant cardinal-red with gold at the base of the petals. The plant is a nice grower with clean, open foliage, and the blooms are carried on long, strong stems well out of the foliage. **Strong Plants \$1.00**

CHINESE LANTERN (Caldwell-Wickersham) I. D. This large flower has won a host of friends—Certificate of Merit, Storrs. color rose red, back of petals orange yellow, under artificial light reminds you of a large chinese lantern—strong grower. **Roots \$1.50 Plants \$0.75**

DEAN ANDERSON See page three.

DWIGHT W. MORROW (Dahliadel) I. D. A gigantic velvety red, which has size, form and richness of color; a great winner; no one passes this one up; we like it.

Roots \$0.75 Plants \$0.50

E. EYMAN HUFF (Garrity-Wickersham) F. D. Color hard to describe, nothing like it in Ridgeway's color chart, as near as we can tell, it is the color of a full ripe plum, overlaid garnet. Certificate winner 1935 high score of 87, same breeding as Ruby Taylor.

Roots \$5.00 Plants \$2.50

FLOYD GIBBONS (Veile & Mendham) I. D. Very large flowers of bright copper with shadings of carrot red; a profuse bloomer on the best of stems.

Roots \$1.00 Plants \$0.50

FOREST FIRE (Dahliadel) I. D. A brilliant scarlet flame with blushes of yellow; yellow petaloids. Effective, striking, spectacular.

Roots \$1.50 Plants \$0.75

FORT MONMOUTH (Kemp) I. D. This great Dahlia needs no introduction; a rich burgundy wine color of great size; marvelous grower with the best of stems.

Roots \$0.50 Plants \$0.50

FRANK SERPA (Serpa) I. D. Winner of American Home Achievement Medal at San Francisco. Decidedly large flowers on extra good stems. Color very pale pink, stained wine red; sometimes greatly concentrated on the tips. Attractive and distinctive.

Roots \$3.00 Plants \$1.50

GOLDEN STANDARD (Downs) Cactus. Color Golden tan. One of the sensations of last year, perfect stems. Don't miss this.

Roots \$1.50 Plants \$0.50

GOOD NIGHT (Broomall) I. D. Another Dahlia that has made good; one of the prettiest very dark Dahlias we have grown; color ox blood red shaded maroon; of great size; a clean reliable sort.

Plants \$0.50

GRACE CURLING (Stredwick) I. D. A charming flower of bright lilac with a trace of white at the base of petals, which are cleft, adding interest to the form. It is suitable for exhibiting, especially in basket arrangements, and is attractive in the garden.

Plants \$0.50

GRAND SLAM (Hulin) S. C. Winner American Home Achievement Medal both in 1934 and 1935. This great Dahlia has been tried in many sections and a general good performer. A fine grower, with the most brilliant rose pink color, reverse lighter. Truly a brilliant color combination.

Roots \$5.00 Strong Plants \$2.50

HARRIETT NEAL (Mad River Gardens) I. D. The most complete description we can give of this variety is to say that it is a golden Marmion; deeper in color and more refined. A very pleasing, distinctive, and satisfactory Dahlia.

Plants \$1.00

HILLCREST NUGGET (Scott) I. D. This grand Dahlia was winner of the achievement Medal at Dahlia Society of West Virginia 1933; also has made a splendid impression at New York Botanical Gardens. Color nugget bronze with troubadour red reverse. Giant blooms.

Plants \$1.50

HONOR BRIGHT (Peck) F. D. The beauty of this Dahlia lies in its color, a coral rose with amber tints shading to real coral red at the center; scheduled to be a nation-wide favorite as a cut flower.

Roots \$0.50 Plants \$0.50

HUNT'S VELVET WONDER (Hunt) I. D. Another giant of great beauty. At New York it won a special award of merit. Few big flowers will keep as well as this one. Color a rich, bright violet burgundy.

Roots \$1.00 Plants \$0.50

JANE ROSS (Delight U-'35) A very attractive shade of light purple, almost magenta, good in every way. fine stems for such large flowers. EXTRA.

Roots \$1.00 Plants \$0.50

JEAN TRIMBEE (Trimbee) S. C. Here always has been one of our favorites; very large flowers, unusually clear, beautiful royal purple; extra bloomer on the best of stems; we cannot say enough about this one.

Roots \$1.00 Plants \$0.50

JEROME KERN (Veile & Mendham) I. D. Here we have a Gold Medal Dahlia. A long petalled, graceful flower, with a background of shrimp pink, reverse of petals old rose; petals twist and curl at ends. A real beauty.

Roots \$1.50 Plants \$0.75

JERSEY'S DAINTY (Waite) Straight cactus. A lovely and very satisfactory Dahlia; white, sometimes with a faint overtone of pink; for the most part flowers are pure white, a fine stem, and a prolific bloomer.

Roots \$0.75 Plants \$0.50

JERSEY'S WHITE BEAUTY (Waite) F. D. Another fine glistening white, and certainly a credit to its originator, who never has been able to supply enough of this for cut flowers; the best of long stems. **Strong Plants \$2.00**

KAY FRANCIS (Eastman) S. C. A true type flower of clear, lemon yellow; deep blooms with high attractive center. **Roots \$1.00 Plants \$0.50**

KENTUCKY RED (White) I. D. Here you Dahlia fans, is SOME red; the color is intense red with a metallic sheen over the entire flower; this Dahlia can be grown to a very large size; has excellent stems; is free blooming, and has particularly pleasing foliage. On the Honor Roll of 1931. **Roots \$0.75 Plants \$0.50**

KENTUCKY SUN (White) F. D. Probably the greatest yellow formal decorative to date. Winner of American Home Achievement Medal, Louisville, Ky., and on three Honor Rolls. We predict a great future for this fine, rugged variety, and describe it as a naturally large flower with great substance, of a bright golden yellow. Flowers carried well up out of the foliage, on the best of stems. A clean and vigorous grower. **Roots \$5.00 Plants \$2.50**

KENTUCKY SPORTSMAN See page three.

MAD RIVER CHIEF See page two.

LONG HILL (Loetz) I. D. A true golden bronze of fine formation and growth; a favorite with us. **Plants \$0.50**

LORD OF AUTUMN (Almy) I. D. Here is a Dahlia that will give the four or five top notch exhibition varieties a run for their money. In fact we prophesy that this variety will win its share of prizes in the specimen bloom classes. It is a huge, clear yellow, a very deep flower and a very impressive one. It is the kind of Dahlia that causes a sensation for the dyed-in-the-wool Dahlia fan who likes the big flowers. **Roots \$1.50 Plants \$0.75**

MAJOR BOWES (Veile) I. D. A tall growing and robust plant with long stems; large flowers of geranium red. **Strong Plants \$2.50**

MAN O'WAR (Boone-Ruschmohr) I. D. It is a fine garden variety on account of its splendid habits and one of the best keepers among the large flowered varieties. The color is a rich, dark carmine red, but with plenty of glow and life. Also a variety that will bloom with the earliest and continue right on up to frost. **Plants \$0.50**

MARGRACE (Bissell) I. D. Here is a great Dahlia; two Certificates of Merit, and first prize winner at Cleveland Mid West Show. A strong, upright grower. Color a brilliant scarlet tipped and striped with gold. **Roots \$5.00 Strong Plants \$2.50**

MARIE (Peacock) F. D. Color luminous Delice pink that has a brilliancy and freshness which is lacking in Jersey Beauty. A free bloomer on the very best of stems. Won as best basket Cincinnati 1934. **Roots \$0.75 Plants \$0.50**

MARY BAKER (Mad River Gardens) I. D. One of our friend growers says: "A gorgeous golden yellow of beautiful formation. The flower star shaped and of great size; stems all that can be desired; we like this as well as anything we grew last year." **Roots \$0.50 Plants \$0.50**

MAY ROBSON (Chappaqua) S. C. Not often do we find a Dahlia with as true clear pink color as this; one of the best; fine, long stems. **EXTRA. Strong Plants \$1.00**

MILTON J. CROSS (Johnson) I. D. Very large flowers on fine stems; color yellow shading to amber rose. An Honor Roll variety. **Strong Plants \$5.00**

MIRIAM HOPKINS (Cordes-Eastman) S. C. Not unlike Amelia Earhart, probably a stronger grower, and with greater flower substance. Color copper orange, instead of apricot and salmon as in Earhart. A splendid exhibition Dahlia. **Strong Plants \$2.50**

MISS GLORY (Ballay) S. C. Very large flowers for this class; long, strong stems; color apricot yellow. An Honor Roll variety. **Strong Plants \$3.50**

MISS WEST VIRGINIA (Crooks) Cactus. A true mauve purple in an exquisite shade. Fine long stems; a worthy introduction on Honor Roll. **Strong Plants \$2.50**

MRS. BRUCE COLLINS (Groll) Str. C. A light yellow of very vigorous growth—free flowering. **Roots \$1.00 Plants \$0.50**

MRS. CHRISTINE GROVES (Garrity-Mad River Gardens) I. D. This beautiful new variety on two Honor Rolls, and a Certificate of Merit winner with a high score of 90; should go far. Very large flowers on the best of stems; color crystal yellow, each petal tipped and edged with lavender; a beautiful effect. Growers with cloth houses will like this one, as color is intensified. **Roots \$5.00 Strong Plants \$2.50**

MRS. ELLA WORTHEN (Garrity) I. D. This large, spectacular Dahlia has more than made good. From every corner of the U. S. we have had praise for this variety, and especially from the South where the weather is so hot. Beautifully growing bushes, excellent foliage, and long perfect stems. Color salmon pink with lighter shadings. Very free flowering. Narrow petals. **Roots \$1.00 Plants \$0.75**

MRS. G. M. MIDDLETON (Hall) I. D. Here was a much admired Dahlia in our trial gardens. Very dark ox blood red, some shadings of black. Backs of petals streaked silver. Petals twist and curl attractively. Strong growing bush, with the darkest foliage. Large flowers with the best of stems. **Roots \$1.50 Plants \$0.75**

MRS. GEO. LE BOUTILLIER (Smith-Ruschmohr) I. D. A giant flower and an early bloomer with every bloom naturally big. The color a rich velvety carmine. **Roots \$1.50 Strong Plants \$0.75**

MURPHY'S MASTERPIECE (Murphy-Success) I. D. A monster bloom of deep dark, rich red shading towards garnet; flowers held on erect stiff stems; very popular; on Honor Roll. **Strong Plants \$0.75**

NANNIE SINE (Tennant) I. D. Color cameo pink with deeper tones of thulite pink; a pastel shade that everyone admired; prolific bloomer and early. **Roots \$0.50 Plants \$0.50**

NORMANDIE (Viele) I. D. A real giant and an appropriate name. Color a bright mallow pink, striped silver; a splendid grower and no urging for 12-inch blooms. **Strong Plants \$2.50**

OAKLEIGH MONARCH (Hook) I. D. Certificate of Merit 1935. A very large, deep flower of bright oriental red. No color in Ridgeway's chart like it. A heavy foliaged, vigorous plant that is highly recommended. **Strong Plants \$2.00**

OAKLEIGH PRINCESS (Hook) S. C. Certificate of Merit 1935, and a seedling of Satan. A large, long-petalled flower, of clean cut form; color brilliant flame red, gold reverse; a fine grower. **Strong Plants \$2.00**

ORIENTAL GLORY (Delight-U-Gardens) I. D. This beautiful Dahlia has now been mentioned twice, as outstanding on the Honor Roll. Color a beautiful cadmium orange, overlaid scarlet. **Roots \$0.75 Plants \$0.50**

PALO ALTO (Ballay) S. C. Here is a sensational Dahlia on the best of stems, and a strong grower. A beautiful bloom of salmon tan shade, that really made good. **Plants \$0.75**

PRIDE OF AMERICA (American Dahlia Farms) S. C. This is one of the most perfectly formed Dahlias of the year. The blooms grow normally large 10-inch to 12-inch, with no appearance of massiveness. Color clear, primrose yellow, with pale tints and flushed pink; perfect stems and foliage. A difficult Dahlia to defeat in its class. **Strong Plants \$2.50**

QUEEN OF THE ANGELS (Plfuger) Inc. Cactus. We think this is a very beautiful and spectacular new Dahlia. Color bright true pink with very long stems. A rugged grower and one you will like. **Plants \$0.75**

R. A. BROOMFIELD I. D. A very fine large variety. Color saffron orange. Good stems and a good doer. **Plants \$0.75**

RED JUG (Preas-Ruschmohr) S. C. Certificate of Merit at Storrs; American Home Achievement Medal at West Virginia Society Show in 1934. Best semi cactus at Rockville Center, and at Camden. A border line Dahlia, being near incurved cactus. A dark cardinal red, sometimes with gold tips; a real outstanding Dahlia. **Strong Plants \$1.50**

ROBERT EMMET (Moroney-Dahliadel) I. D. This grand exhibition Dahlia is a velvety, cardinal red of giant size and great beauty. It is a perfect grower with sturdy, dark green, insect resistant foliage. Certified at Storrs and is a great prize winner. **Roots \$0.75 Plants \$0.50**

SATAN (Ballay) S. C. Flaming red with a slight touch of gold at center; the exquisite coloring is at once fascinating. The horn like petals are so perfectly rolled and incurved, giving it rare form and character; a consistent winner on a very rugged growing bush. **Plants \$0.50**

SON OF COMMODORE (Scott) I. D. Good keeper; long stems; Honor Roll Dahlia; not quite as large as The Commodore; color martius yellow with white reverse. Very good. **Plants \$0.75**

SPOTLIGHT (Hulin) I. D. Another 1933 Honor Roll Dahlia that made good. Huge flowers with high full centers; color a delightful sulphur yellow. **Roots \$0.75**

SULTAN OF HILLCREST (Hillcrest Dahlia Gardens) I. D. This giant flower of clear gold, flushed with bronze and tints of brownish red, can produce a lot of fine specimen blooms. It is almost formal in type. **Roots \$0.90**

SUMMERTIME (Lyndora) I. D. A beautiful clear yellow that seems to like hot, dry weather, as it goes right on blooming; with the best of stems. **Roots \$1.00 Plants \$0.50**

THOMAS A. EDISON (Dahliadel) F. D. A gorgeous royal purple Dahlia, with a sheen of velvet; stag horn petal formation; this variety was chosen by the electrical wizard himself. **Roots \$0.75 Plants \$0.50**

WENOKA (Hulin) F. D. One of those large perfect Dahlias, that makes the Dahlia growing look so easy. A true formal type that will be a sure winner in these classes. One of the best new Dahlias on the West Coast, and at New York Botanical Gardens. The color is a shade lighter than American Beauty red. For perfection of blooms, true type, and splendid growing habits, this Dahlia has made a fine impression. **Roots \$5.00 Strong Plants \$2.50**

W. H. T. (McCarrol) I. D. An uncommon rich old rose, or begonia with mauve shadings, in large flowers; a robust Dahlia which is very reliable. **Roots \$0.75 Plants \$0.50**

WM. J. RATHGEBER (Parella) I. D. Here is an outstanding novelty with a color all its own; essentially a red, but in daylight it is a definite rose scarlet, with no tendency to fade. A fine upright grower on beautiful stems. Don't miss this one. We recommend it to the most exacting. **Roots \$0.75 Plants \$0.50**

WILLIAMETTE (Crites) I. D. The colors of this beauty are so blended that an accurate description is almost impossible; face of petals golden coral and orange, tinted rose and salmon; very large flowers, on a husky growing bush; very prolific. We recommend this one. **Roots \$0.75 Plants \$0.50**



Miniature and Charm Varieties

BABY PRINCESS (Cactus) Very beautiful; rose pink and of Baby Royal type. **Strong Plants \$1.00**

BABY ROYAL (England) S. C. Color pinkish salmon; one of the very best. **Roots \$0.50 Plants \$0.50**

BISHOP OF LLANDAFF (England) Miniature Duplex. A real novelty; dark bronze foliage, brightest red flowers. Very fine. **Roots \$0.50 Plants \$0.50**

CAMELIA (England) Miniature Duplex. Bright scarlet orange. **Plants \$0.50**

CHANCELLOR (Single) A sensational small Dahlia, and a favorite; color salmon red with dark brown center. Certificate first class. **EXTRA. Strong Plants \$1.00**

CHARD'S VANITY (England) One of the finest Miniatures in commerce. Beautiful, soft pink flowers, of cactus like form, with perfect stems. Very fine. **Strong Plants \$0.75**

DOROTHY BRANDT MILLER (Stevenson) Miniature F. D. Clear shell pink, about the same color as in the old show variety A. D. Livoni. Outstanding in every respect. **Strong Plants \$0.75**

EDWIN LESLIE HOWARD See page three.

ETHEL HARRILD A seedling from Baby Royal and very free flowering. Color bright rose pink. **Strong, Plants \$0.75**

ETHEL WINDIBANK F. D. A very pretty, small decorative; color tinted and flushed rosy pink on a fawn ground. **Strong Plants \$0.75**

FRIAR'S CRAG I. D. A gorgeous, small flower of pure flaming orange, with a beautiful formation. Award of Merit. EXTRA. Strong Plants \$1.00

GLORIOUS I. D. One of the most popular; a grand variety; color raspberry red. Gold Medal winner. Strong Plants \$0.75

GRACE GULLIVER (Garrity) S. C. Certificate of Merit; excellent, beautiful flowers of most intense rose pink, on the very best of stems. Outstanding. Roots \$1.00 Plants \$0.50

JOAN (Holland) Dec. An ideal plant and an ideal cut flower, selected for trial at Wisley, an early flowering variety, covered with beautiful, small, bright, lively rose-colored flowers; award of merit and very fine. EXTRA. Strong Plants \$1.50

KENTUCKY SNOWBALL (White) A welcome addition to the ball type class, and is an aptly named Kentucky novelty. Flowers of pure white and perfect form. Strong Plants \$1.00

LITTLE DREAM Cactus. This dainty small flower will win a host of friends; color pink with white tips. Strong Plants \$0.50

LITTLE SNOW QUEEN (Holland) S. C. Pure white, fine stems; will be very popular when better known. Strong Plants \$0.50

MR. JULES BUYSSENS F. D. A new companion for the Bishop of Llandaff, with dark, nearly black foliage. Small semi double orange flowers on extra good stems. Very scarce. Strong Plants \$1.00

PHOENIX Dec. Most distinctive; color old gold with crimson reverse. Strong Plants \$0.75

POPPY I. D. This beauty has very neatly formed flowers; color yellow at center, changing to deep coral with rosy tints. A Gold Medal winner. EXTRA. Strong Plants \$1.00

RALEIGH (Fisher & Masson) I. D. Clear, salmon pink at center, shading to a bright golden tan on outside of flower. A most outstanding and prolific bloomer. Strong Plants \$0.50

SNOW DROP Pure white. Strong Plants \$0.50

SONNY Dec. Pale fawn, shaded peach. Distinctive and good. Strong Plants \$0.75

TEDDY BEAR (Holland) Duplex Fiery scarlet red; most prolific; stems the best. Plants \$0.50

TOKEN A charm; flowers are flame color on a yellow base; very free flowering. Strong Plants \$0.75

TWINKLE (Maytrott) Orchid flowering. Sensational at New York. Four inch flowers; very graceful and perfect form. Color white with violet rose markings.

Roots \$1.50 Strong Plants \$0.75

MRS. H. L. F. (Fruechtenicht-Mad River Gardens) Miniature. Between formal decorative and ball type. Color bright velvety, ruby red, with some shadings of carmine. A prolific bloomer on the best of stems, and one of the best keepers we have seen, as evidenced by our wearing one for three days without wilting; one of the very best.

Strong Plants \$1.50



MRS. H. L. F.

Pom Poms

- BURWOOD (Australia)

A splendid new variety; won many championships. Color yellow tipped scarlet.

Plants \$0.50
- DICK (England)

Color plum to ruby; extra and very distinctive.

Plants \$0.50
- INDIAN CHIEF

Red, and very fine. Much admired in our garden.

Plants \$0.50
- MRS. V. BRITTAIN (Australia)

A most beautiful mauve pink, and a great winner.

Plants \$0.50



With the foregoing descriptions we have made every effort to not over-describe our offerings. Our continued success depends upon our Dahlias making good. If your dealings with us are not satisfactory, we want to know it. We solicit constructive criticism.

We invite you to visit us at any season, but especially at blooming time, that you may see a wealth of new things—our own new Dahlias, and the promising new ones of other growers, which have been entrusted to us for introduction.

Having been asked so many times, “Where do you get your seeds?” and “Where can I buy seeds like that?” we offer for sale a few seeds—a limited supply only.

Dahlia Seeds at best, the very best, are always a chance. From twenty-five seeds you might get a real Gold Medal winner, and from a thousand seeds, nothing worth while. The best we can do is to give you the best to be had—there are none better.

We know of no greater sport than to watch these seedlings burst forth for the first time, and to know when we do get a new one that is worth while, there is none other like it.

DAHLIA SEEDS

CALIFORNIA GROWN	THE KIND WE PLANT
25 Seeds (mixed) large new varieties.....	\$1.00 net.
25 Seeds, from one named parent.....	1.25 net.
25 Seeds, from special parents.....	1.50 net.
25 Seeds, both parents named, hand pollinated.....	2.50 net.

We recommend that you subscribe to The Mid West Dahlia News, No. 170 Talmadge St., Madison, Wis. You will get up to the minute Dahlia news treating on every subject of interest to a Dahlia fan. A real live publication, \$1.00 per year—issued quarterly.

General Information

ORDER EARLY—We urge all customers to place their orders early. Stock of the newer varieties is limited and much disappointment can be avoided. All roots sent out prior to March 15th, are sent at the buyer's risk. Although we take every precaution, roots are not guaranteed against freezing, unless they are shipped by express.

TERMS—A small remittance with order, balance before date of shipment. Retail orders of \$2.50 or more, are delivered prepaid. Wholesale orders at purchaser's expense.

NOTICE TO OHIO RETAIL CUSTOMERS ONLY:

In compliance with the Ohio law, all retail purchases are subject to a sales tax, as per the following schedule:—

9c to 40c 1c tax	41c to 70c 2c tax	71c to \$1.08 3c tax	For each \$1.00 3c tax
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This tax is for the Customer's account, as we are not permitted to absorb same.

SHIPPING—Orders are shipped as soon after April 1st as convenient, unless otherwise notified. Green plants will be shipped around May 1st to June 15th, as you specify.

GUARANTEE—We guarantee every plant and root sent out by us to be true to name and in a healthy condition when received; after that our responsibility ceases as we have no control over growing conditions. Please notify us at once, if anything is unsatisfactory when received, or if plants or roots do not grow after planted a reasonable length of time. This guarantee does not go beyond replacing the variety.

SUBSTITUTIONS—We make no substitutions without your permission, but suggest you name a second choice.

NAME AND ADDRESS—Be sure to write name and address plainly.

GREEN PLANTS—We recommend the planting of green plants. For exhibition blooms, they are unequalled.

Do not be discouraged if a Dahlia from a different locality does not do well for you the first season. Try it again as many varieties need to be acclimated.

We specialize in gathering together worth-while new Dahlia originations. If you do not see the variety listed that you want, write us; we grow many Dahlias not listed here.

ADDRESS ALL COMMUNICATIONS TO: MAD RIVER GARDENS,
P. O. Box No. 12, Urbana, Ohio.

Greenhouse and trial garden: No. 749 Miami Street, Urbana, Ohio. Field garden: One mile north of Public Square, Urbana, Ohio, on State Route No. 68.

